SAIL is taking steps on continuous basis to improve the performance by measures such as increasing capacity utilisation, improving productivity, introducing energy conservation measures, improving product-mix, improving availability of equipments etc.

(d) RSP has been making profits since 1984-85. It has suffered loss during 1995-96 due to higher input cost escalations which could not be compensated by price increase for its products and lower production mainly owing to outdated equipment and obsolete technology.

DSP has been suffering losses mainly due to :—

(i) lower capacity utilisation.

(ii) logistic imbalances.

(iii) unremunerative prices for its products under administered price regime.

(iv) obsolete technology and outdated equipment.

(e) SAIL has already taken up modernisation of its integrated Steel Plants with a view to:—

(i) Upgrading the technology;

(ii) Increasing the production capacity;

(iii) Improving quality of products;

(iv) Improving the techno-economics; and

(v) Reducing cost of production.

It is expected that the financial performance of RSP and DSP in particular would improve after the completion and stabilisation of the modernisation schemes.

[English]

Advertisement amount given by DAVP

3330. SHRIMATI BHAVNABEN DEVRAJBHAI CHIKHALIA:
DR. A.K. PATEL:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the total number of advertisements given by the Directorate of Audio-Visual Publicity during the last three years to big, medium and small newspapers published from various states particularly from Gujarat and the amount paid therefor;

(b) whether there is disparity in distribution of advertisements in regional language of Gujarat as compared to other languages; and

(c) if so, the reasons therefor and the action taken or proposed to be taken to remove this disparity?

THE MINISTER OF CIVIL AVIATION AND MINISTER OF INFORMATION AND BROADCASTING (SHRI C.M IBRAHIM) : (a) The total number of insertions given by DAVP during the last three years to the big, medium and small newspaper published from various states including Gujarat State and amount committed is as under:—

Year	Total number insertions	Total committed amount (Rs.)
1993-94	2,04,508	31,49,60,257
1994-95	1,64,669	27,43,36,135
1995-96	1,62,529	45,59,27,591

The number of insertions and total committed amount of advertisements given to big, medium and small newspapers published from Gujarat during the last three years is as under:—

Year	No. of insertions	Amount committed (Rs.)
1993-94	7097	1,23,02,592
1994-95	5466	95,85,927
1995-96	5401	1,75,32,076

(b) No, Sir.

(c) Does not arise.

Cargo facility at Cochin Airport

3331. SHRI XAVIER ARAKAL : Will the Minister of CIVIL AVIATION be pleased to state:

(a) whether there is any proposal to develop the cargo facility at Cochin Airport;

(b) if so, the details thereof; and

(c) the estimated cost involved therein and funds allocated therefor?

THE MINISTER OF CIVIL AVIATION AND MINISTER OF INFORMATION AND BROADCASTING (SHRI C.M. IBRAHIM) : (a) to (c). Facility for receipt and despatch of air cargo is available at Cochin Airport. However, Airports Authority of India has no proposal, at present, to upgrade the facilities by the construction of a cargo complex.